Broadcasting Dec 24

Reaching over 117,000 readers every week — 60th Year 1990

TELEVISION / 17
CBS signs series pact with producers of 'Designing Women'

RADIO / 16
Birch survey shows urban first in six of top 10 markets

WASHINGTON / 22
Fin-syn, take two: highlights from high drama in Washington

TECHNOLOGY / 32
Zenith becomes third company to propose all digital HDTV

Vol. 119 No. 26

CABLE'S COMIC RELIEF
HBO and MTV Networks merge their comedy channels

BETHESDA MD 20814

4520 EAST-WEST HWY
CONGRESSNL INFO SRV
SRI ACQ
20814SRI AT8501 ZCZ
**********5-01CIT 20814

THIS WEEK

THE LONG AND SHORT OF IT

In recognition of the Christmas holidays, BROADCASTING is publishing an abbreviated issue this week. Missing are most of the standard departments; present is the full week's budget of breaking news. Standard publication will resume next issue (Dec. 31).

11 / ONGOING STORY

Very little Fifth Estate business got done in 1990. Some deals have been held over; others have come undone.

11 / RETURN OF THE SPECTRUM FEE?

The National Association of Broadcasters says the Treasury Department is drafting spectrum tax legislation as part of a plan to offset funding for new programs.

13 / NBC AFFILIATE HOUR

NBC is set to give back an hour of daytime to affiliates starting in fall 1991, reducing the network's daytime slate from 5½ to 4½ hours.

14 / GETTING TO KNOW NIPPON

NBC has tied up with leading Japanese media players Mitsui and TV Tokyo in one deal to distribute programing, and in another—with Nippon TV, which transforms a casual, 40-year news relationship into a full-fledged exclusive news partnership.

15 / ONWARD AND UPWARD

Stephen Weiswasser, general counsel, Capital Cities/ABC, has been promoted to executive vice president of the company's TV network group, where he'll report to group President John Sias.

16 / URBAN LEAGUE

Urban-formatted radio stations now hold the lead spot in six of the top 10 markets, although some urban outlets seem to have reached their peak, according to the Birch fall 1990 survey. Also of note: the number one CHR station in seven of the top 10 markets either held steady or slipped, possibly signaling further fragmentation of Top 40 music.

17 / CBS DEAL WITH MOZARK

The producers of CBS's *Designing Women* and *Evening Shade* have entered into a five-series production deal with CBS.

18 / NEW YORK NEWS

WNBC-TV New York has decided—once again—to put LBS's *Family Feud* in access, starting Dec. 31, in place of one of this season's lackluster new game shows, *Challengers*. And WCBS-TV has also opted to counterprogram talk shows in early fringe with the acquisition of the off-network *Matlock*.

18 / NOW IT CAN BE SOLD

Tribune Entertainment has cleared the new magazine show *Now it Can Told* in about 20% of the country, not counting the top three markets, where Tribune owns stations. Some affiliates picking up the show confirm they may preempt or delay network programs with the Geraldo Rivera-hosted program.

26 / NO JOKE: COMEDY NETWORKS MERGE

After months of posturing and bickering, MTV's HA! and HBO's The Comedy Channel got the last laugh with their surprise merger into one cable comedy network.

27 / FNN DISCLOSURE

FNN has filed its long-delayed 10-K with the Securities and Exchange Commission, offering some revelations to potential buyers of the service.

28 / TV RIVALS GO GLOVE FOR GLOVE

Long-time pay TV competitors Showtime and Time Warner are now set to enter the ring as pay-per-view rivals, each intending to start a monthly PPV boxing series.

32 / DIGITAL HDTV TREND

Zenith Electronics Corp. is the third company to inform the FCC's advisory committee on advanced television service that it is building an all-digital HDTV transmission system. Zenith's Spectrum-Compatible HDTV, formerly an analog-digital system, is being developed using a compression algorithm from AT&T Bell Laboratories and circuits from AT&T Microelectronics.

Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Telecasting*® introduced in 1946. *Television*® acquired in 1961. *Cablecasting*® introduced in 1972. Broadcasting Cable introduced in 1989. ®Reg. U.S. Patent Office. Copyright 1990 by Broadcasting Publications Inc.

Incorporating

The Fifth Estate
TELEVISION.
Broadcasting
■ Cable

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $70, two years $135, three years $190. Canadian and other international subscribers add $20 per year. U.S. and possessions $350 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting & Cable Yearbook* $115, *Across the Dial* $9.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Postmaster, please send address corrections to: *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036.

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

■ KOCM(FM) **Newport Beach and** KSRF(FM) **Santa Monica, both California** □ Sold by Ocean Broadcasting and Radio Broadcasters to Brentwood Communications Inc. for $17.65 million cash at closing. Stations were purchased in 1986 and 1987 for combined $8.5 million. Stations operate on same frequency, and will be simulcast. **Seller** is headed by Jack Siegal, Steve Hazy and Leonard Weinberg, and has no other broadcast interests. **Buyer** is headed by Ken Roberts and has no other broadcast interests. KOCM has adult contemporary format on 103.1 mhz with 2 kw and antenna 322 feet above average terrain. KSRF has adult contemporary format on 103.1 mhz with 3 kw and antenna 265 feet above average terrain. *Broker: John McLaughlin.*

■ WPAD(AM)-WDDJ(FM) **Paducah, Ky.** □ Sold by Radio Paducah Inc. to Purchase Broadcasting Inc. for $1.8 million. Stations sold in 1984 for $1.5 million ("Changing Hands," May 28, 1984). Purchase includes $1.725 million cash at closing, of which $250,000 is for 5-year noncompete covenant, and $75,000 escrow deposit. **Seller** is headed by William H. Beremen, J.T. Carneal, Edward B. Fritts (father of National Association of Broadcasters President Edward O. Fritts), Kenneth and Patricia Shively, husband and wife, and Eugene and Ann Edwards, husband and wife. Beremen is 51% owner, president and director of Radio New Mexico Inc., licensee of KVSF(AM)-KNYN(FM) Santa Fe, N.M. **Buyer** is headed by R. Lee Hagan, 60%, and Gene W. Edwards, 40%. Edwards has 2.1% interest in assignor. WPAD has religious format on 1560 khz with 10 kw day, 5 kw night. WDDJ has contemporary hit format on 96.9 mhz with 100 kw and antenna 340 feet above average terrain.

■ WQIZ(AM)-WKQB(FM) **St. George, S.C.** □ Sold by Trident Communications Corp. to Barton Broadcasting Corp. for $1.5 million. Purchase is for $1.5 million cash at closing, of which $600,000 is for noncompete covenant. Stations were sold in 1979 for $1 million ("Changing Hands," Dec. 10, 1979). **Seller** is headed by Thomas J. Greiner and Robert O'Leary, permittees of KMCE(FM) Rancho Cordova, Calif. **Buyer** is headed by Charles A. Barton, who is 50% stockholder in Mid-Carolina Communications Inc., licensee of WSSC(AM) Sumter, S.C., and has 40% interest in Sumter Radio Partnership, which has application for CP pending at Sumter, S.C. WQIZ has gospel format on 810 khz with 5 kw day. WKQB has urban contemporary format on 107.5 mhz with 100 kw and antenna 984 feet above average terrain. *Broker: Randall E. Jeffrey of Media Venture Partners.*

■ WOJY-AM-FM **Sharpsville-Farrell, Pa.** □ Sold by National Communications Systems Inc. to Mercury Broadcasting Inc. for $860,000. **Seller** is headed by Jerome Bresson, who has interests in WYYS(FM) Cayce and WBPR(FM) Georgetown, both South Carolina. **Buyer** is headed by Kelly Holtzclaw, who has no other broadcast interests. WOJY(AM) has contemporary hit format on 1470 khz with 1 kw day and 500 w night. WOJY-FM has contemporary hit format on 95.9 mhz with 3 kw and antenna 328 feet above average terrain. *Broker: Gary E. Kirtley of Mediacor.*

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$213,200** □ **4**
FM's □ **$17,654,000** □ **5**
AM-FM's □ **$4,160,000** □ **5**
TV's □ **$0** □ **0**
Total □ **$22,027,200** □ **14**

Year to Date:

AM's □ **$105,624,754** □ **365**
FM's □ **$492,100,531** □ **235**
AM-FM's □ **$360,332,727** □ **213**
TV's □ **$829,676,900** □ **91**
Total □ **$1,787,734,912** □ **904**

For 1989 total see Feb. 5, 1990 Broadcasting

GORDON SHERMAN ASSOCIATES BROKERS MEDIA LIKE NOBODY ELSE.

Television stations. Radio stations. Cable T.V. systems.
The next time your company or investor group is
looking for one of the above, look to
Gordon Sherman Associates, Broadcast Pioneers.

The Industry Moves With Us.

2000 West Glades Road
Suite 206, Boca Raton,
Florida 33431
(407) 395-7003

NAMB

Gordon Sherman
ASSOCIATES
Broadcast Pioneers℠